

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019 / 2020

THI2211– HUMAN COMPUTER INTERACTION

(All Sections / Groups)

05 MARCH 2020
2.30pm - 4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 printed pages.
2. Attempt **ALL** questions in **SECTION A** and **ALL** questions in **SECTION B**.
3. The distribution of the marks for each question is given.
4. Please write all your answers clearly in the answer booklet provided.

SECTION A - MCQ: (Total=10 marks)

- 1) Designing interactive products to support the way people communicate and interact in their everyday and working lives is best describing:
 - A. Interaction design
 - B. Usability design
 - C. Interface design
 - D. User-centered design

- 2) "Utterances are assumed to come in pairs in which the first part sets up an expectation of what is to come next and directs the way in which what does come next is heard." Which type of conversational rules does the above refer to?
 - A. Adjacency pairs
 - B. Mutual greetings
 - C. Turn Taking
 - D. Farewell rituals

- 3) Core principles of Direct manipulation are as follows, except:
 - A. Continuous representation of creative activity
 - B. Continuous representation of objects
 - C. Continuous representation of actions of interest
 - D. Rapid reversible actions

- 4) Theories of cognition include the following, except:
 - A. User activity
 - B. Theory of action
 - C. Information processing
 - D. Mental models

- 5) Iterative design and evaluation is a continuous process that examines the following, except:
 - A. How: to inform the finished apps can be evaluated.
 - B. Why: to check that users can use the product and that they like it.
 - C. What: a conceptual model, early prototypes of a new system and later, more complete prototypes
 - D. Where: in natural and laboratory settings

- 6) We need to understand users because we need to take into account affective processes involved and cognitive limitations of users.
 - A. TRUE
 - B. FALSE

Continued.....

- 7) Information at the interface should be divided to capture users' attention.
A. TRUE
B. FALSE
- 8) Hawthorne effect is refer to an ecological effects when participants are not aware of being studied.
A. TRUE
B. FALSE
- 9) Interaction design is both a process and representation.
A. TRUE
B. FALSE
- 10) Prototyping encourages reflection, answer questions and support designers in choosing alternatives.
A. TRUE
B. FALSE

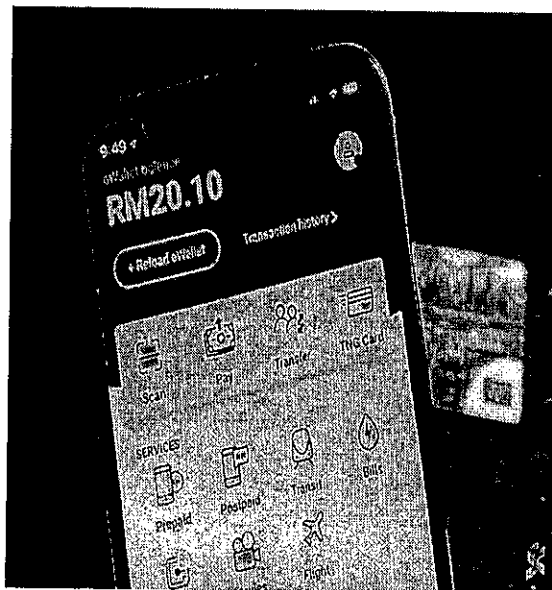
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SECTION B-SHORT ANSWER: (Total=40 marks)**QUESTION 1:**

- a) Briefly discuss what do professionals do in the Interaction design (ID) business?
[5 marks]
- b) Briefly explain user experience based on your own example.
[5 marks]

QUESTION 2:

- a) Briefly explain the term **Assumptions and claims** with your own example.
[4 marks]
- b) Based on the experiences gained from your project **Digital Wallet**, briefly discuss the benefits of interface metaphors.
[6 marks]



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